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October 28, 2004

Food and Drug Administration  
Center for Food Safety and Applied Nutrition  
Office of Nutritional Products, Labeling, and Dietary Supplements  
Division of Nutritional Programs and Labeling  
200 C Street SW  
Washington, DC 20204

NOV 30 2004

Re: 21 U.S.C. Section 343(r)(6), Notification of Statements on Dietary Supplements

Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of Holy Basil, a dietary supplement.

Statements being made in the labeling of Holy Basil:

(1) Holy Basil (*Ocimum sanctum*) has been shown to possess powerful adaptogenic properties and has been used to enhance the body's ability to respond to stress and minimize the negative effects of stress on the body. In addition, animal studies have demonstrated that Holy Basil can support carbohydrate metabolism and, as a result, healthy blood glucose levels. Holy Basil is revered as a sacred plant in Ayurveda, the traditional therapeutic system of India.

To the best of my knowledge, and based upon information and belief present at the time of the executing of this notice, I certify that the above information is accurate and complete. NOW Foods possesses substantiation that the statements are truthful and not misleading.

Jim Roza  
Director, Quality Assurance  
NOW Foods  
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Bloomington, IL 60108

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